

## ORDER



**Orders**  
**Order / Rev:** 720159  
**Alt Order #:** 06362412  
**Product Desc:** SENATE MAJORITY PAC  
**Estimate:** 1964  
**Flight Dates:** 10/04/12 - 10/10/12  
**Original Date / Rev:** 10/03/12 / 10/03/12  
**Order Type:** Political

## KPNX

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Waterfront Strategies/ POL  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Senate Majority PAC  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/10/12	64	\$47,700.00	\$40,545.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	64	\$47,700.00	\$40,545.00	0.00
<b>Totals</b>	<b>64</b>	<b>\$47,700.00</b>	<b>\$40,545.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KPNX	10/04/12	10/10/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/04/12	10/10/12	MTWTF--					5	\$350.00		0.00			
E 2	KPNX	10/04/12	10/10/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/04/12	10/10/12	MTWTF--					5	\$1,000.00		0.00			
E 3	KPNX	10/04/12	10/10/12	M-F 11a-12p Today Show III	CM	11a-12p	MTWTF--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/04/12	10/10/12	MTWTF--					2	\$250.00		0.00			
E 4	KPNX	10/04/12	10/10/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	4	\$225.00	P-2	0.00	NM	4	\$900.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/04/12	10/10/12	MTWTF--					4	\$225.00		0.00			
E 5	KPNX	10/04/12	10/10/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
12 NEWS @ NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/04/12	10/10/12	MTWTF--					5	\$300.00		0.00			

Order / Rev: 720159  
 Alt Order #: 06362412  
 Flight Dates: 10/04/12 - 10/10/12

Advertiser: Senate Majority PAC  
 Product Desc: SENATE MAJORITY PAC  
 Estimate: 1964  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	KPNX	10/04/12	10/10/12	Days of Our Lives Days of Our Lives	CM	2-3p	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	5		\$400.00		0.00						
E 7	KPNX	10/04/12	10/10/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	5		\$500.00		0.00						
E 8	KPNX	10/04/12	10/10/12	M-F 430-5a M-F 430-5a	CM	430-5a	MTWTF--	:30	4	\$25.00	P-2	0.00	NM	4	\$100.00
12 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	4		\$25.00		0.00						
E 9	KPNX	10/04/12	10/10/12	M-F 5-530a 12 News Today	CM	5-530a	MTWTF--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
12 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	2		\$225.00		0.00						
E 10	KPNX	10/04/12	10/10/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
12 NEWS AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	5		\$800.00		0.00						
E 11	KPNX	10/04/12	10/10/12	M-F 530-6a 12 News Today	CM	530-6a	MTWTF--	:30	2	\$275.00	P-2	0.00	NM	2	\$550.00
12 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	2		\$275.00		0.00						
E 12	KPNX	10/04/12	10/10/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
12 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	4		\$1,200.00		0.00						
E 13	KPNX	10/04/12	10/10/12	M-F 6-7a 12 News Today	CM	6-7a	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
12 NEWS AT 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	2		\$600.00		0.00						
E 14	KPNX	10/04/12	10/10/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	2		\$850.00		0.00						
E 15	KPNX	10/04/12	10/10/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	5		\$450.00		0.00						
E 16	KPNX	10/06/12	10/06/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
12 NEWS SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	2		\$400.00		0.00						
E 17	KPNX	10/04/12	10/10/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTWTFSS	:30	3	\$2,400.00	P-2	0.00	NM	3	\$7,200.00
12 NEWS AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTFSS	3		\$2,400.00		0.00						
E 18	KPNX	10/09/12	10/09/12		CM	7-8p	-T-----	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00

Order / Rev: 720159  
 Alt Order #: 06362412  
 Flight Dates: 10/04/12 - 10/10/12

Advertiser: Senate Majority PAC  
 Product Desc: SENATE MAJORITY PAC  
 Estimate: 1964

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Tue Prime A The Voice THE VOICE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -T----- 1 \$8,000.00 0.00															
E 19	KPNX	10/10/12	10/10/12	Wed Prime A	CM	7-8p	--W----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
Animal Practice/Guys ANIMAL PRACTICE/GUYS WITH KIDS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 --W---- 1 \$2,500.00 0.00															
													Totals	64	\$47,700.00

\*Tax 1 Note: Tax 0.5%.